

Ad Astra



Per Aspera

Kansas Department of Health And Environment

Kansas Newspaper Clips Report - May 2008

Total Tobacco Clips:193

Total PAN Clips: 125

Coverage Characteristics

Type

Hard News	167	86.53%
Editorial	22	11.40%
Letter To Editor	4	2.07%
Editorial Cartoon	0	0.00%
Advice	0	0.00%

Origin Of Story

National	14	7.25%
State	98	50.78%
Local	81	41.97%

Prominence

Front Page	41	21.24%
Editorial Page	24	12.44%
Other	128	66.32%

Scope Of Story

National	25	12.95%
State	105	54.40%
Local	63	32.64%

Clean Indoor Air

Primary	65	33.68%
Secondary	32	16.58%
No	96	49.74%

Opinion Slant of Editorials, Letters

Pro Tobacco	4	15.38%
Anti Tobacco	12	46.15%
Neutral	10	38.46%

Advertising Restrictions

Primary	0	0.00%
Secondary	2	1.04%
No	191	98.96%

Slant

Pro Tobacco	4	2.07%
Anti Tobacco	18	9.33%
Neutral	171	88.60%

Tobacco Control Policy

Economic Disincentives

Primary	4	2.07%
Secondary	8	4.15%
No	181	93.78%

ETS

Primary	3	1.55%
Secondary	34	17.62%
No	156	80.83%

MSA Expenditures

Primary	7	3.63%
Secondary	9	4.66%
No	177	91.71%

Prevalence

Primary	1	0.52%
Secondary	18	9.33%
No	174	90.16%

Youth Access

Primary	19	9.84%
Secondary	6	3.11%
No	168	87.05%

Coalition/Partner Activities

Primary	21	10.88%
Secondary	79	40.93%
No	93	48.19%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	19	9.84%
Secondary	47	24.35%
No	127	65.80%

Cessation

Primary	7	3.63%
Secondary	5	2.59%
No	181	93.78%

Health Care Costs

Primary	5	2.59%
Secondary	8	4.15%
No	180	93.26%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	10	5.18%
Secondary	60	31.09%
No	123	63.73%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:125

Type		Prominence	
Hard News:125	100.00%	Front Page:23	18.40%
Editorial:0	0.00%	Editorial Page:0	0.00%
Letter to Editor:0	0.00%	Other:102	81.60%
Editorial Cartoon:0	0.00%		
Advice:0	0.00%		

Origin of Story		Scope of Story	
National :0	0.00%	National:4	3.20%
State:23	18.40%	State:60	48.00%
Local:102	81.60%	Local:61	48.80%